

Innovative Teaching Pedagogy-SAR

Develop KRAS AND KPIS for Job Positions in Marketing/ Finance/ Human Resources

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Course Title: Performance Management System

Year and Semester: 2021 SEMESTER III

Batch: MBA III Semester CHR/ MHR/FHR

Activity: Develop and Present Key Performance Indicators and Key Result Areas along with Performance Expectations for Job Positions in Marketing, Finance and Human Resources

Teams: Members play different leadership roles and work together to identify KRAs & KPIS for a specific managerial job position.

Overview: Define KPIS and KRAs for Job Positions in one of the following Domains – Marketing, Finance or Human Resources. Align KPIS to Strategic Goals. Define Current Value, Baseline and Target. Find Leading and Lagging Indicators and Calculate Costs of KPIS Tracking. Set Targets. Define Roles and Responsibilities. Calculate Final Score for identified KRAs and related KPIS. Analyse Expected Behaviour Vs. Reality. Declare Rewards Matrix for Improved Performance

Activity: Team members brainstorm and decide on a Job role for development. Job analysis is undertaken for clarity on job tasks and performance expectations. KRAs – Objectives and key results are identified. At least two KPIS are defined for each KRA. Each KPIS is assigned a weightage for a total weightage of 100. Target Performance measure in percentage or numbers is assigned for each KPIS. The actual performance is determined and entered. The specific KPIS score is calculated and a final score is determined by using the weightage defined for each KPIS.

The overall final score thus obtained is utilised to determine performance and assign rewards.

<p>Experiential Learning</p> <p>Develop KRAs and KPIS for Job Positions in Marketing/ Finance/ Human Resources</p>
<p>Mode: Team Based</p> <ul style="list-style-type: none"> Develop and Present Key Performance Indicators and Key Result Areas along with Performance Expectations for Job Positions in Marketing, Finance and Human Resources <p>Methodology:</p> <ol style="list-style-type: none"> Define KPIS and KRAs for Job Positions in one of the following Domains – Marketing, Finance or Human Resources Align KPIS to Strategic Goals Define Current Value, Baseline and Target Data Collection Find Leading and Lagging Indicators Calculate Costs of KPIS Tracking Set Targets Define Roles and Responsibilities Calculate Final Score for KRAs and related KPIS

10. Analyse Expected Behaviour Vs. Reality

11. Declare Rewards Matrix for Improved Performance

Assessment Rubrics: By Course Facilitator based on defined Rubrics